

# ID-60585 LAURA

## PROFILE

Creative, driven and results-oriented Brand Specialist. Passionate about marketing and continuing learning and growing in this field. Great teamwork and communications skills. Developed time management abilities. Accustomed to working in fast-paced business environments. With background in a multinational FMCG company and a startup.

## SKILLS

Experience with:

- Microsoft: Excel, Word, PowerPoint
- SAP
- Ariba
- GFK
- Hubspot
- Power BI

Knowledge in image and video editing

Coding Languages

Basics of Stata, RStudio

- Problem-solving
- Teamwork
- Result-oriented
- Leadership
- Motivation
- Creativity

## CERTIFICATIONS

Web Analytics

SEO Basics

Market Research and Consumer Behavior

Inbound Marketing Certified

Sustainability Pioneer Training

## LANGUAGES

- Spanish - Native
- Catalan - Native
- English - CAE (C1)
- French - B2
- German - A1

## HOW TO REACH ME

Address: Castelldefels, 08860

## CAREER SUMMARY

- Henkel Ibérica S.A

**Brand Marketing Assistant - Pattex, Tangit & Metylan**

Mar. 2022 - to date

- Support to the Marketing, Trade Marketing and Sales department
- Execute and develop Brand strategies and Marketing Plan at a national level
- Support in the development of new projects and implementation of launch plans
- Support on the management of marketing budget
- Support on the development and implementation of Digital and Media Campaigns
- Development and creation of POS materials and brochures design
- Market, customer and competitor analysis
- Monthly reporting of sell-in and sell-out data
- Supplier contact and purchase management

- Photoslurp

Leading UGC Platform of Visual Commerce in Europe

**Customer Success Assistant**

Mar. 2021 - Aug. 2021

- Support the Customer Success team with onboarding new clients
- Moderate user generated content of major brands following customer's guidelines
- Execute monthly and quarterly performance reports for clients
- Collaborate in the design of strategies to increase the satisfaction of users
- Assist with the development of Customer Success marketing & training materials
- Maintain Customers DB and perform analysis regarding customers platform usage

- Barcelona Bridge Marketing

Nov. 2020 - Feb. 2022

BBM is student-run organization which aims to create a Marketing community and teach through learn by doing.

Positions: Website & SEO Manager, Project Manager MQL and Market analyst

- AIESEC in UPF&UB (Barcelona)

Dec. 2019 - Sept. 2020

Positions: External Relations & Financial Resources, Admission Team and Customer Support & Sales

## EDUCATIONAL TRAINING

- The Power MBA

Digital Marketing and Business Management Program

Sept. 2022 - to date

- Universiteit van Amsterdam

Exchange programme in Business Administration - BBA

Sept. 2021 - February 2022

- Universitat Pompeu Fabra

Bachelor of Business Administration - BBA, Management

Sept. 2018 - June 2022

- IES JOSEP LLUIS SERT

Bachibac, High school diploma taken in both French and Spanish

Participation in ERASMUS + at Belgium, in 2015 and 2017